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62.31

# **Louisville Seed Co.**

## ***Farm Seeds***

DECEMBER 20, 1943

### **SEE DIGEST INSIDE**

### **OPA REGULATION MPR-471**

We hope this digest of OPA Regulation MPR-471 will be of service to our Farm Seed Dealers.

At a time when our Country and our Allies are in great need of an abundance of Clovers and Alfalfas, it is most unfortunate that the combined production in Canada and the United States, of Alfalfa, Red Clover, Sweet Clover and Alsike is much below normal.

Reserve stocks accumulated from the abundant production of 1941 are now exhausted, having been needed to supplement 1942 short crop production, and for shipment to Allied Countries under Lend-Lease.

1943 production appears to be short of normal seeding requirements for the United States and rationing is already necessary on some items and some varieties.

Not only because of shortages of supplies, but because of all the problems of labor and transportation, we urge, for your own best interest and as a real contribution to the War Effort, that you allow shipment of your Farm Seeds soon after the first of the year, as soon as our stocks become processed. Farm Seed prices for 1944 are now established. If our salesman has not already seen you, he will do so shortly.

## **GOLD MEDAL FIELD SEEDS**

*"The Sure Growing Kind"*

# RETAILERS DIGEST OF CEILINGS

UNDER OPA ORDER MPR-471

SUBJECT TO AMENDMENTS

**ITEMS UNDER CEILINGS** (subject to additions at any time):

Medium Red Clover  
Mammoth Red Clover  
Alsike Clover  
Sweet Clover  
Yellow Blossom Sweet Clover  
Hubam Sweet Clover  
Alfalfas of all origins and varieties  
Timothy

Timothy is selling considerably below maximum ceilings and needs no consideration at this time. Other items probably will sell at maximum ceilings throughout the season.

MPR-471 establishes maximum prices that can be paid to the farmer producer for all seeds under the Order. It further sets the exact dollars and cent margins at all levels of distribution from the country shipper through the processor, the wholesaler and the retailer.

**EXEMPTIONS:** Sales of 5 pound lots or less of items under ceilings are exempt from the Order.

**BROKEN BAG PRICES:** Whenever seeds under price ceiling regulations are sold in quantities less than 60 lbs., the maximum ceiling prices may be increased  $1\frac{1}{2}$ c per pound, plus a reasonable value (not exceeding any maximum price) of the bags actually used.

**BAGS AND WEIGHTS:** Ceiling prices on items under MPR-471 are for net weights, bags free.

**HARD SEEDS:** All germination minimums include hard seeds.

**TRANSPORTATION CHARGES:** Are accumulative from point of production to point of distribution and can be added to ceiling prices at any level of distribution. They cannot be added twice and the retailer can add only that portion of transportation charges which has not been charged by the wholesaler or included in the wholesaler's price.

**PREMIUM GRADE SEED:** The highest ceiling prices are for premium grade. Specifications for Medium Red Clover, Mammoth Clover, Alsike Clover, Sweet Clover, Yellow Blossom Sweet Clover and Hubam Sweet Clover purity over 99.25, germination over 90, including hard seeds, weed seed content less than .25, noxious weed count less than 9 per pound.

Specifications for premium grade Alfalfas of all origins and varieties are the same except that the Sweet Clover content must be less than .25.

**STANDARD GRADE SEED:** Specifications for Mammoth, Medium and Alsike—purity 99 or better, germination 90 or better, including hard seeds, weed seed content less than .50, noxious weed count, less than 9 per pound.

Specifications for Sweet Clover, Yellow Blossom Sweet Clover and Hubam—purity 99 or better, germination 85 or better including hard seeds, weed seed content less than .50, noxious weed count less than 9 per pound.

Specifications for Alfalfas of all origins and varieties—purity 99 or better, germination 90 or better, including hard seeds, weed seed content less than .50, noxious weed count less than 9 per pound, Sweet Clover content less than .50.

**SEED LOWER THAN STANDARD SPECIFICATIONS:**

Discounts are applied according to established schedules for lower purities, lower germinations, higher weed content, higher noxious weed count and, in the case of Alfalfas, for higher Sweet Clover content. (See schedule).

**RETAILERS MARGIN:** For seeds purchased from the wholesaler at ceiling prices, the retailer is allowed the following margins (exclusive of all transportation charges):

Northern and Central origins of all varieties.....\$4.50 100 lbs.  
Medium, Mammoth and Alsike Clover.....3.85 100 lbs.  
Sweet Clover, Yellow Blossom and Hubam.....3.00 100 lbs.

**WHOLESALE AND RETAILERS CEILINGS:** The following schedule indicates (exclusive of transportation charges) the maximum prices that may be charged by the wholesaler and by the retailer:

	Wholesaler's Ceiling	Retailer's Ceiling
<b>NORTHERN ALFALFAS</b> (includes seed grown in Montana, Wyoming, Idaho, North Dakota, South Dakota, Nebraska, Minnesota, Wisconsin, Michigan, Canada and in Washington and Oregon East of the Cascade Mountains).		

<b>Premium grade</b> —Over 99.25% purity, over 90% germination, including hard seeds, less than .25% Sweet Clover, less than .25% weed seeds, less than 9 noxious weed seeds per pound.....	\$46.40	\$50.90
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<b>Standard grade</b> —99% purity including hard seeds or better, 90% or better germination, less than .50% sweet clover, less than .50% weeds, less than 9 noxious weed seeds per pound.....	45.40	49.90
98% to 98.9% purity.....	44.35	48.85
97% to 97.9% purity.....	43.30	47.80

(If germination, Sweet Clover content, Weed content, noxious weed count are the same as Standard grade.)

State Certified Grimm, Cossack, Ladak, Hardigan and Baltic Alfalfas add \$7.00 per 100 lbs. premium to the above schedule.

Uncertified Grimm, Cossack, Ladak, Hardigan and Baltic Alfalfas carry no premium over above schedule.

**CENTRAL ALFALFAS** (includes seed from Utah, Kansas, Nevada, Colorado, Iowa, seed grown in California north of the 40th parallel, and Oklahoma Alfalfa known as approved origin Alfalfa seed).

<b>Premium grade</b> —Over 99.25% purity, over 90% germination, including hard seeds, less than .25% Sweet Clover, less than .25% weed seeds, less than 9 noxious weed seeds per pound.....	\$43.40	\$47.90
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<b>Standard grade</b> —99% purity or better, 90% or better germination, less than .50% Sweet Clover, less than .50% weeds, less than 9 noxious weed seeds per pound.....	42.40	46.90
98% to 98.9% purity.....	41.45	45.95
97% to 97.9% purity.....	40.50	45.00

COMPLIMENTS OF LOUISIANA

# SEED PRICES ON FARM SEEDS

INDEMENT AND CHANGE

DECEMBER 1, 1943

(If germination, Sweet Clover content, Weed content, noxious weed count are the same as Standard grade.)

State Certified Grimm, Cossack, Ladak, Hardigan and Baltic Alfalfas add \$7.00 per 100 lbs. premium to the above schedule. Uncertified Grimm, Cossack, Ladak, Hardigan and Baltic Alfalfas carry no premium over above schedule.

## MEDIUM and MAMMOTH RED CLOVER

**Premium grade**—Over 99.25% purity, over 90% germination, including hard seeds, less than .25% weed seeds, less than 9 noxious weed seeds per pound..... **\$40.65      \$44.50**

**Standard grade**—99% purity or better, over 90% germination, including hard seeds, less than .50% weed seeds, less than 9 noxious weeds per pound..... **39.65      43.50**  
 98% to 98.9% purity..... **38.75      42.60**  
 97% to 97.9% purity..... **37.85      41.70**  
 (If germination, weed seed content and noxious weed count are the same as Standard grade.)

## ALSIKE CLOVER

**Premium grade**—Over 99.25% purity, over 90% germination, including hard seeds, less than .25% weed seeds, less than 9 noxious weed seeds per pound..... **37.65      41.50**

	Wholesaler's Ceiling	Retailer's Ceiling
<b>Standard grade</b> —99% purity or better, over 90% germination, including hard seeds, less than 9 noxious weed seeds per pound.....	<b>36.65</b>	<b>40.50</b>
98% to 98.9% purity.....	<b>35.85</b>	<b>39.70</b>
97% to 97.9% purity.....	<b>35.05</b>	<b>38.90</b>

(If germination, weed seed content and noxious weed count are the same as Standard grade.)

## SWEET CLOVER and YELLOW BLOSSOM SWEET CLOVER

**Premium grade**—Over 99.25% purity, germination over 90%, including hard seeds, less than .25% weed seeds of any kind, less than 9 noxious weed seeds per pound ..... **16.25      19.25**

**Standard grade**—99% purity or better, germination 85% or better, including hard seeds, less than .50% weed seeds, less than 9 noxious weed seeds per pound ..... **16.00      19.00**  
 98% to 98.9% purity..... **15.50      18.50**  
 97% to 97.9% purity..... **15.00      18.00**  
 (If germination, weed seed content and noxious weed count are the same as Standard grade.)

On Hubam Sweet Clover add \$5.00 per 100 lbs. premium to the above schedule.

SEEDS PURCHASED BY RETAILER FROM WHOLE-SALER BELOW CEILING PRICES MAY BE SOLD AT RETAILER'S CEILINGS, COMPETITION PERMITTING.

## TABLE OF DISCOUNTS FOR ALL GRADES BELOW STANDARD SPECIFICATIONS

	All Northern Alfalfas (Includes Certified)	All Central Alfalfas (Includes Certified)	Medium Red Clover	Mammoth Red Clover	Alsiike Clover	Sweet Clover	Y. B. Sweet Clover	Hubam Sweet Clover
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### DISCOUNTS:

For each 1% or fraction thereof of impurity

Less than 99% to 90% pure.....	—1.05	—0.95	—0.90	—0.90	—0.80	—0.50	—0.50	—0.50
Less than 90% pure.....	—0.70	—0.65	—0.60	—0.60	—0.55	—0.50	—0.50	—0.50

Discounts for each 5% or fraction thereof of non-germinating seed

Less than 90% to 70% including hard seeds.....	—1.75	—1.60	—1.50	—1.50	—1.35	—0.50	—0.50	—0.50
Less than 70%.....	—3.50	—3.20	—3.00	—3.00	—2.70	—0.50	—0.50	—0.50

(All Sweet Clovers including Hubam germination discounts are from 85% instead of 90%)

Discounts for each additional 1/2% or fraction thereof of weed seed content.....

—0.50	—0.45	—0.45	—0.45	—0.40	—0.20	—0.20	—0.20
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Discounts for each additional 1/2% or fraction thereof of Sweet Clover content.....

—1.05	—0.95	none	none	none	—	—	—
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Discounts for noxious weed count in excess of 8 per pound

9— 36 per pound.....	—0.50	—0.50	—0.50	—0.50	—0.50	—0.25	—0.25	—0.25
37— 63 per pound.....	—1.00	—1.00	—1.00	—1.00	—1.00	—0.50	—0.50	—0.50
64—100 per pound.....	—1.50	—1.50	—1.50	—1.50	—1.50	—0.75	—0.75	—0.75
101—150 per pound.....	—2.00	—2.00	—2.00	—2.00	—2.00	—1.00	—1.00	—1.00
Over 150 per pound.....	—2.50	—2.50	—2.50	—2.50	—2.50	—1.25	—1.25	—1.25

LOUISVILLE SEED COMPANY

6737  
Dec 1, 1943  
IF UNDELIVERED RETURN TO

# LOUISVILLE SEED CO.

INCORPORATED

*Exclusively Wholesale*

831 W. Main Street - LOUISVILLE 2, KY.

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& Veg. Crops & Diseases, U. S.  
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Today's Most Important Mail

We thank you for the business  
given us in 1943 and look forward  
to being of service to you in 1944.  
Seasons Greetings from all em-  
ployees of the Louisville Seed Co.